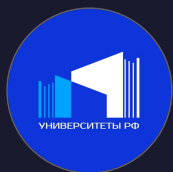


— PROMTPRESS PUBLIC REPORT

Channel audit

Russian Universities



@russiauniversities

Russian media on university news. Registration cert. No. IA No. FS 77
 - 91287 RKN: clck.ru/3TaAsW Send news:
 @Russia_universities_bot #BCSI7

SUBS

14 271

-55 per month

ERR (% SEE POSTS)

5.0%

per day 2.6%

REACH/POST

644

ad reach 371/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

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08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBS 14 271 —	 SUBSCRIBER REACH 4.51% avg % of subs see post	 VIEWS/POST 644 median 500 · 29 days	 POSTS/WEEK 35.8 over period
 7D TREND +6.4% vs previous week	 REACTIONS/POST 4.3 only 663 reactions, 1 079 reposts, 0 comments	 POST LENGTH 823 chars median 1K · 29 days	 POSTS ANALYZED 153 29 days
 AD REACH 371 24h avg	 CHURN / MONTH -55 last month	 CITATION RATE 255 citation index · 1 228 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 06.02.2022

AI EDITOR SUMMARY

Channel «Universities of Russia» — 14 271 subs. Each post averages 644 people (5% from subs), reach is low — consider expanding audience. Publishes 36 posts per week (~5/day) — active posting mode. For the week of June 29 — July 5, reach grew +6.4% by week 22–28 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & worst – see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **153** posts over 29 days.
- 02 Dominant format – **Photo** (107/153 posts).
- 03 Avg post length – **823** chars (median 1000).
- 04 Peak audience activity – **Monday**, 18:00 MSK.
- 05 Top posts get **8x** more views than the weakest (3K avg top vs 380 worst) – among 153 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 05:04 PHOTO Rosatom praised NUST MISIS contribution to industry Rector of NUST MISIS @nust_misis, member of the Council under...	VIEWS 3 363 REPOSTS 13	REACTIONS 8 ER 23.6%
Nº2 15.06 · 15:11 PHOTO SPbGETU LETI celebrates 140th anniversary LETI was founded in 1886, Europe's first specialized technical university...	VIEWS 2 937 REPOSTS 19	REACTIONS 8 ER 20.6%
Nº3 19.06 · 05:00 TEXT Federation Council Speaker Valentina Matviyenko said Russian universities are becoming a family territory. She shared her opinion at...	VIEWS 2 768 REPOSTS 7	REACTIONS 5 ER 19.4%

Nº4 24.06 • 09:00 TEXT MIPT and CyberLeninka open enrollment in research program with funding up to 3 million rubles MIPT @miptru together with scientific...	VIEWS 2 439 REACTIONS 21 REPOSTS 17 ER 17.1%
Nº5 03.07 • 07:01 PHOTO Donbass State Technical University: engineering education and practice from day one In our Admissions Campaign section...	VIEWS 2 390 REACTIONS 5 REPOSTS 15 ER 16.7%

WORST 3

↓ 20.06 • 07:17 PHOTO 31.5 billion rubles allocated by the Government for the federal project 'Creating a network of modern campuses', part of the national project...	VIEWS 386 REACTIONS — REPOSTS 6 ER 2.7%
↓ 08.07 • 11:00 VIDEO KamGU named after Vitus Bering and FIC EGS RAS: Mutnovsky volcano eruption captured on video for the first time KamGU named after Vitus Bering...	VIEWS 378 REACTIONS 2 REPOSTS 4 ER 2.6%
↓ 29.06 • 08:02 PHOTO Admissions 2026: your profile on our platform Colleagues from universities, attention! We are launching our traditional and...	VIEWS 376 REACTIONS 3 REPOSTS 7 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.

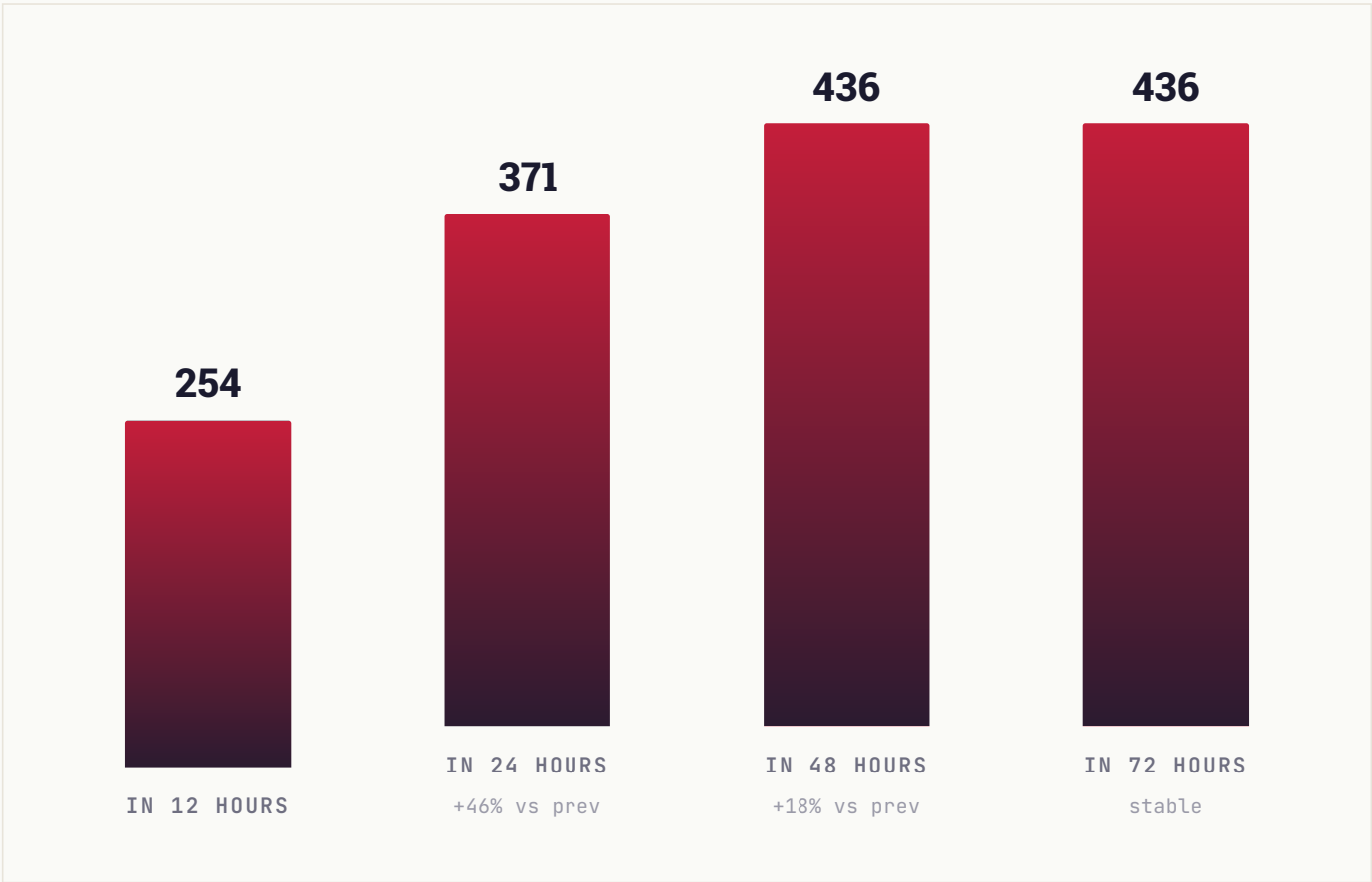


START OF PERIOD	NOW	NET GROWTH
13 451	14 271	+820

SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
MA Mathematician Andrey	1M
OT ANSWERS	578.2K
OT ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 UmSchool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSchool Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow education	233K
ER Russian Universities YOU	14.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Mathematician Andrey (1M), median top-99: 78.8K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **338**, they brought **2 446** new subs.

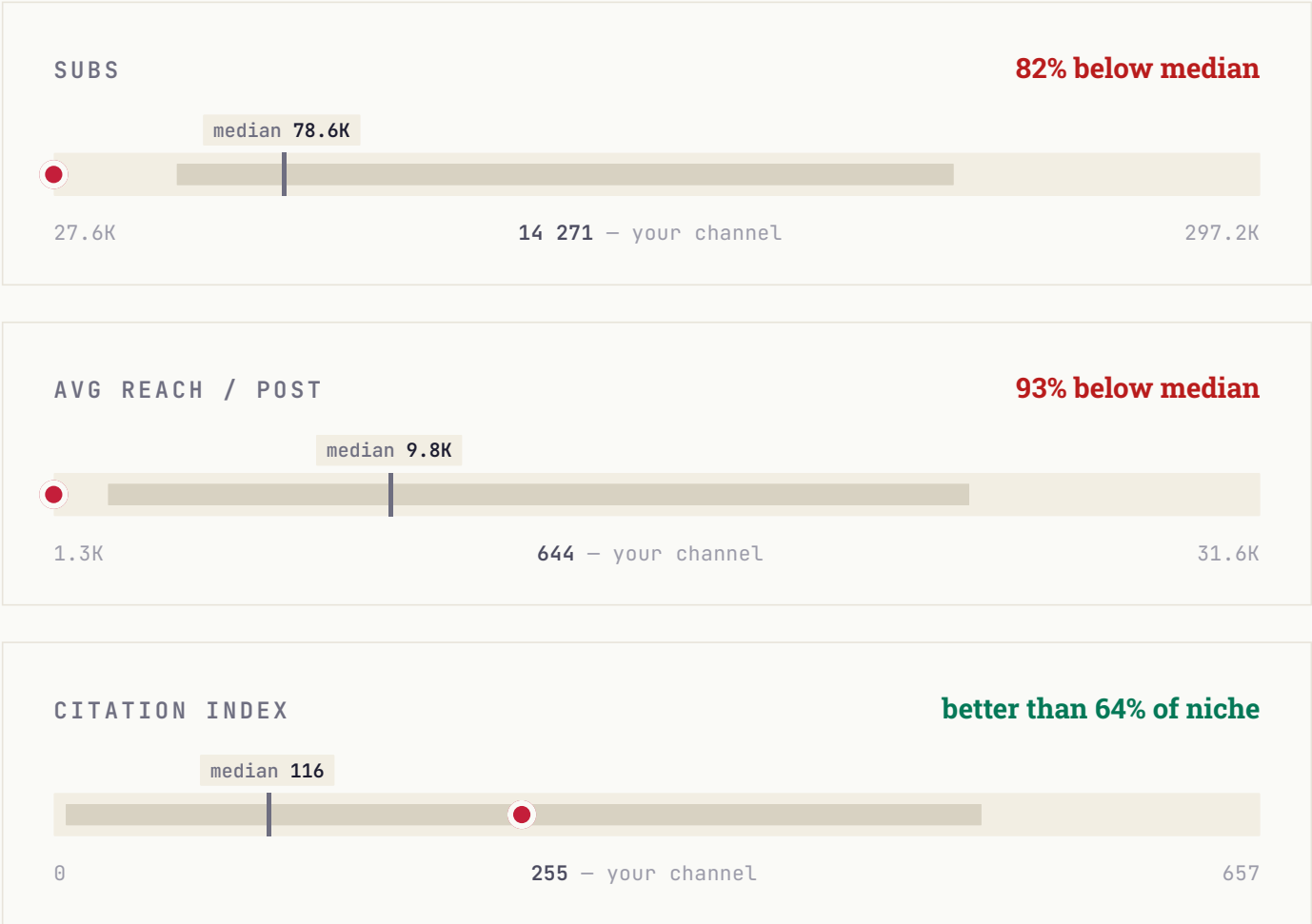
PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	53	40	428	
December 2025	80	54	678	
November 2025	31	28	377	
October 2025	52	48	325	
September 2025	56	40	126	
August 2025	66	50	512	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
338	6	2 446

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Education» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a to-do list and revisit this report in a month.

- 01

Main post of the week — on Monday
 Audience most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video posts share
 Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
 Current ER 4.51% vs norm 8.0%. Try polls and interactive formats.

EFFECT
+3.5pp ER
- 04

Systematic traffic buying
 3 formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 05

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by 5-15%. One poll per week on a 'hot' topic — easy growth lever.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in minutes from public data. Want more? Run ads through us & hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
